

GoMobile 2009

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Research In Motion (RIM)



Research In Motion (RIM)

- Leading designer, manufacturer and marketer of innovative wireless solutions.
- Provides platforms and solutions for seamless access to time-sensitive information.
- RIM technology enables third party developers and manufacturers to enhance their products and services.
- Portfolio of award-winning products, services and embedded technologies includes:
 - BlackBerry® wireless platform
 - Software and hardware licensing agreements
 - BlackBerry smartphone product line
 - Software development tools
- Founded in 1984 and based in Waterloo, Ontario, Canada.
- Listed on the NASDAQ® Stock Market (NASDAQ: RIMM) and the Toronto Stock Exchange® (TSX: RIM).



BlackBerry® Curve™
8520 smartphone

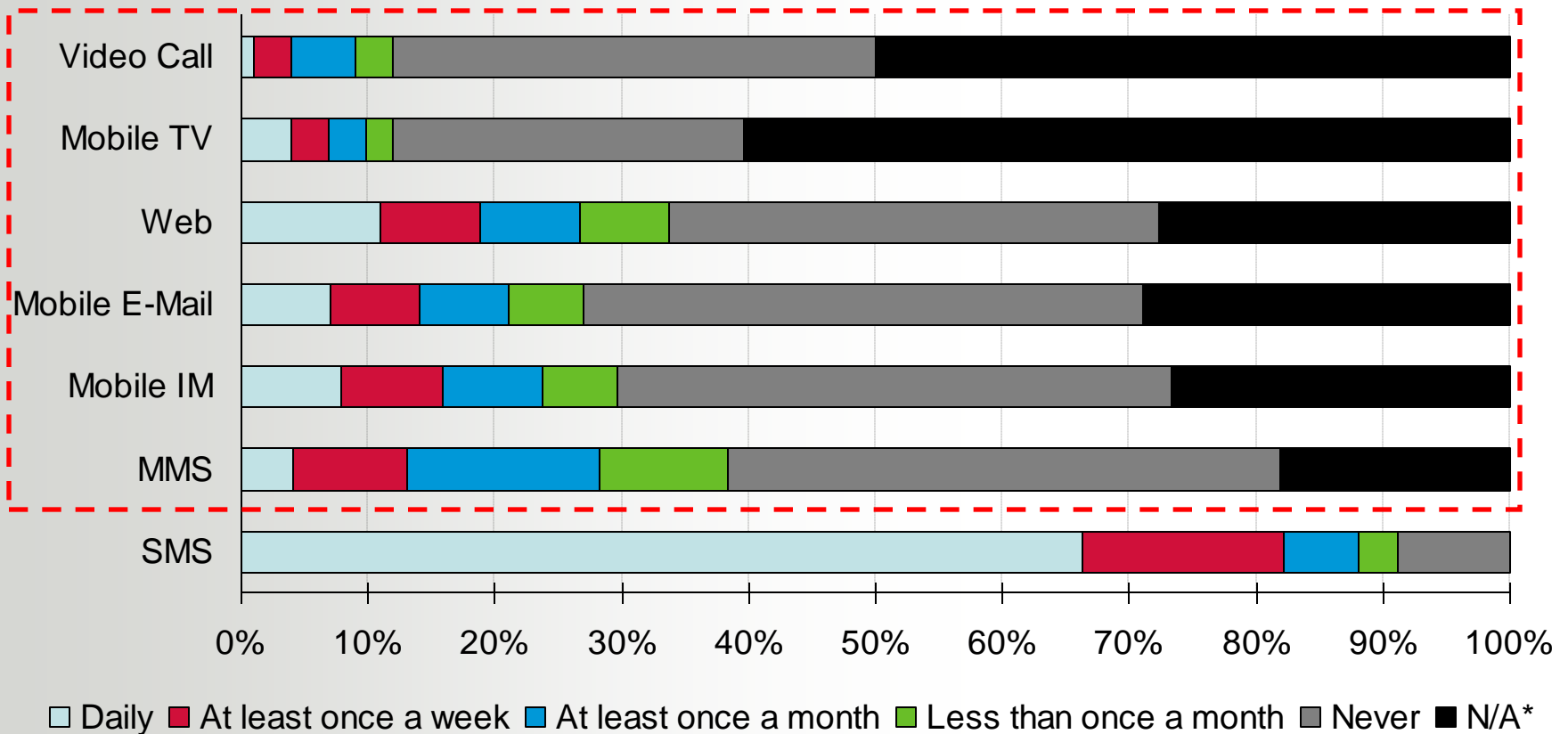


Years of
BlackBerry.

 **BlackBerry**®

Low usage of Smartphone-related Applications suggests big growth potential...

"On your mobile phone, how often do you... ?"
 (n=2,838 mobile phone users in Asia Pacific)

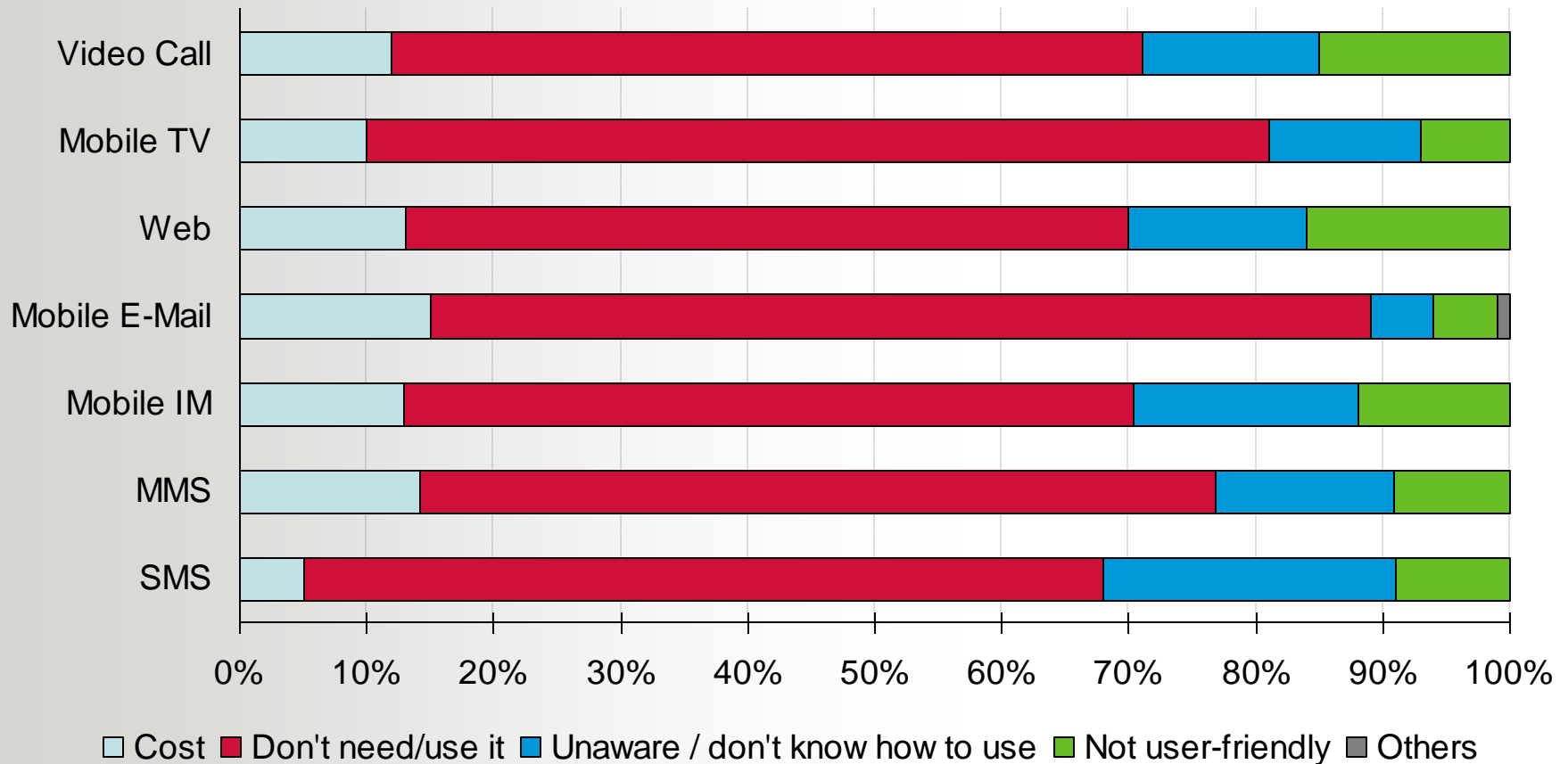


Source: IDC Asia/Pacific (Excluding Japan) Mobile Consumer Survey 2009 (October 2009) #AP201306S
 *Not applicable – my mobile phone does not support this service/application



..create the need ...

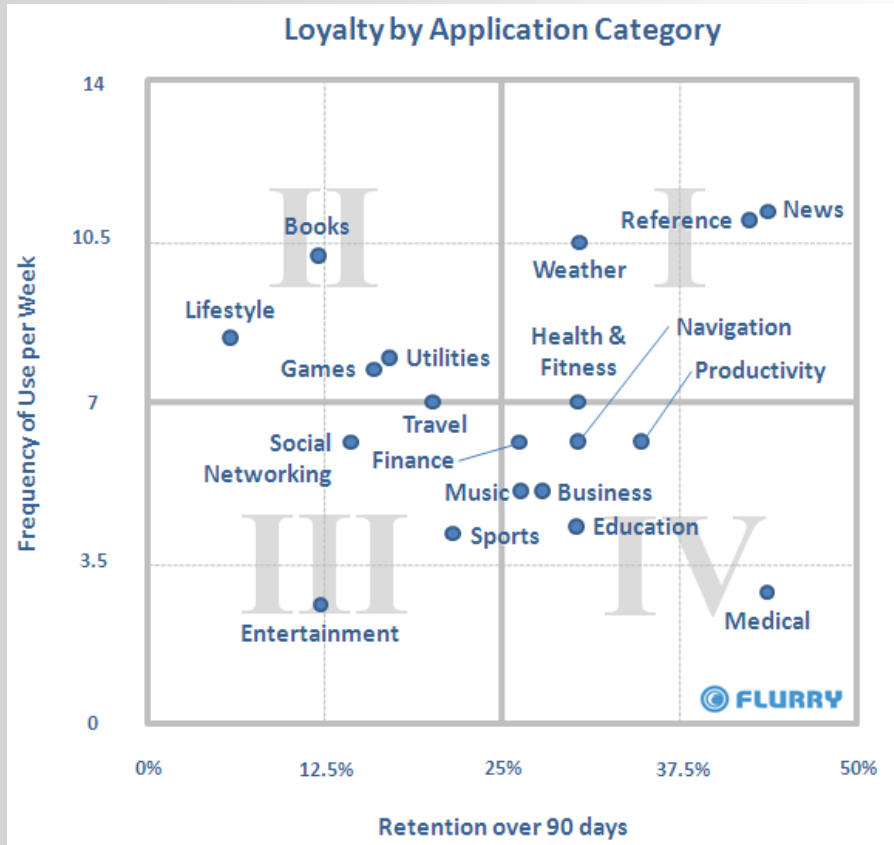
"What are the reasons for lack of usage / low usage of the following services?"



Source: IDC Asia/Pacific (Excluding Japan) Mobile Consumer Survey 2009 (October 2009) #AP201306S



Mobile Applications spoil faster than fish



Loyalty by Application Category

Category	30 Day Retention	60 Day Retention	90 Day Retention	Frequency of Use / Week
News	74%	57%	43%	11.0
Medical	72%	55%	43%	3.0
Reference	70%	55%	42%	10.7
Productivity	72%	38%	35%	6.0
Navigation	73%	33%	30%	6.0
Health & Fitness	65%	35%	30%	7.0
Education	72%	34%	30%	4.0
Weather	74%	38%	30%	10.5
Business	71%	33%	27%	5.0
Music	65%	32%	26%	5.0
Finance	71%	33%	26%	6.0
Sports	73%	30%	21%	4.0
Travel	61%	25%	20%	7.0
Utilities	55%	19%	17%	7.7
Games	72%	23%	16%	7.4
Social Networking	61%	19%	14%	6.0
Entertainment	51%	15%	12%	2.6
Books	72%	23%	12%	10.0
Lifestyle	50%	8%	5%	8.0
Average	67%	32%	25%	6.7

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Source: Flurry (<http://blog.flurry.com/bid/26376/Mobile-Apps-Models-Money-and-Loyalty>)

Developers have work to do to increase consumer mobile data and app usage

- Marketing and customer support services are key
- Focus on key market segments to target different applications
- Implement simple and flat-rate pricing strategies
- Enhance the mobile user experience, as personalization is the future
- Loyalty has its rewards

Developer View

Typical Challenges the Mobile App Developers face

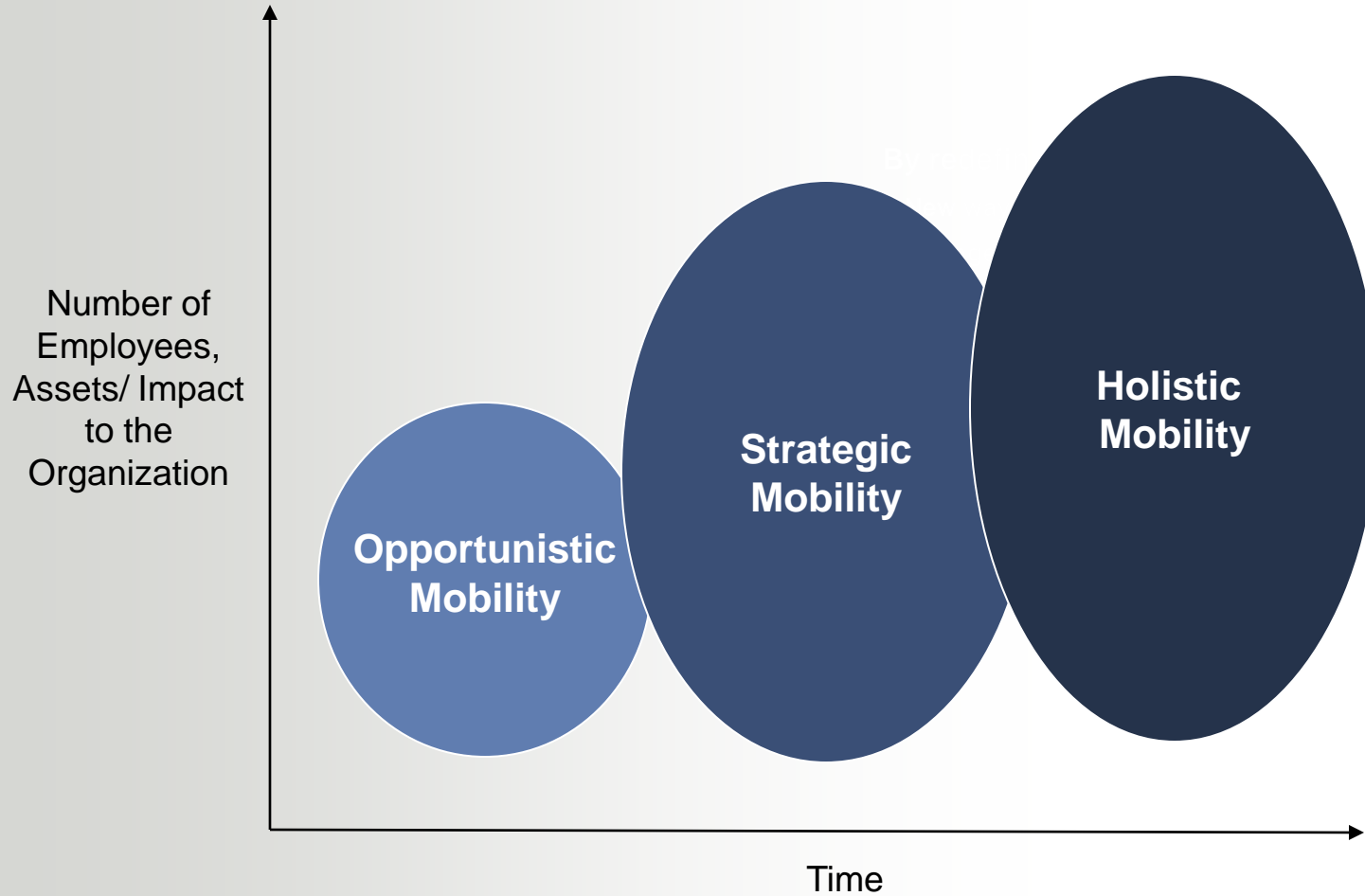
Fundamental value proposition of mobile access to information and mobile transactions is clear, however key associated challenges are:

- Managing Device Diversity
- Context sensitivity
- Planning for but “not assuming” any-where, any-time connectivity
- Right approach to Security
- Minimizing the cost and complexity involved with mobilizing apps
- Immature standards in content rendering technologies

How BlackBerry approaches the Developer challenges...

- Focus on key platform feature: PUSH
- Customer experience is the key
- Target applications for a market segment
- Open market access to developer community
- Customization means stickiness and ARPU

Conclusions: Evolution to Success



Source: Based on Yankee Group 2006

Thank You

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